



USDA Weekly Retail Chicken Feature Activity

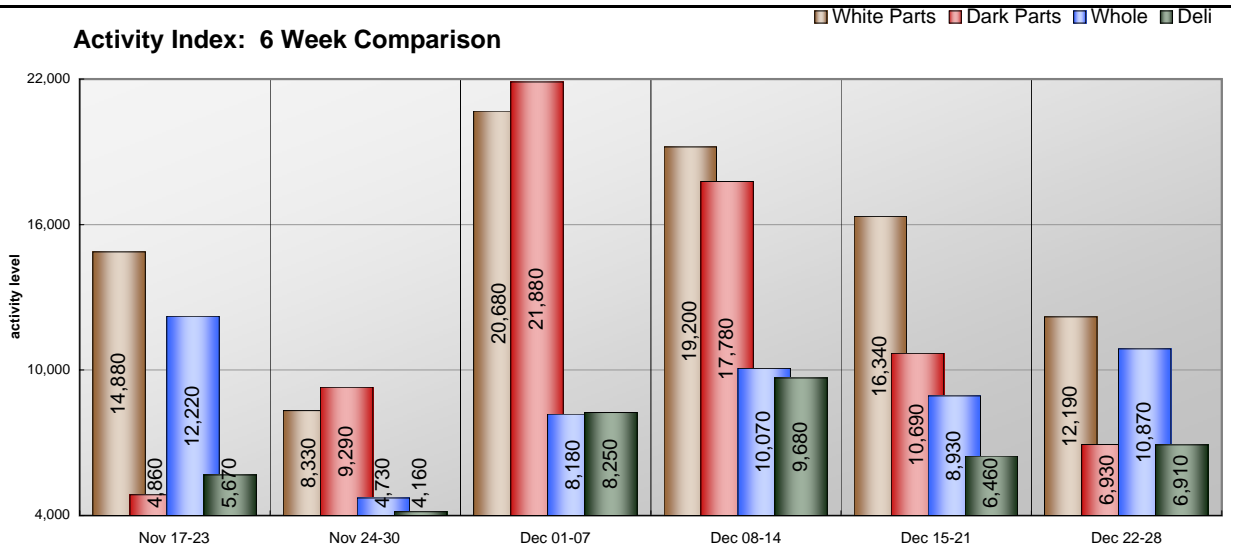
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/22 thru 12/28.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 22, 2006

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	85.1% of 17,000 outlets		93.9% of 17,000 outlets		72.7% of 16,700 outlets	
Special Rate 2/	7.5%		12.0%		6.1%	
Activity Index 3/	36,940		42,570		33,500	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRD:						
bagged fryer	1,330	0.90	2,550	0.76	2,270	0.90
cut-up fryer	210	1.57	330	1.13	440	1.26
bagged roaster	7,110	1.09	5,570	1.15	5,890	1.18
cornish hen	2,220	1.86	480	1.97	940	1.89
DELICATESSEN:						
Whole Rotisserie:						
< 2 lbs.	4,280	5.84	3,110	5.19	3,210	5.68
2.1-3.0 lbs.	300	7.41	1,210	6.62	280	6.99
8-pc Chicken	2,330	6.20	2,140	5.29	2,700	6.45
PARTS:						
Bnls/Sknls Breast						
regular pack	5,600	2.98	5,260	3.00	3,350	3.00
value pack	2,480	2.50	3,740	2.20	3,940	2.36
thin sliced	970	4.23	1,410	4.04	510	3.73
Breast Tenders						
regular pack	1,750	3.33	1,700	3.44	2,460	3.19
value pack			1,010	1.94	1,160	2.60
Split, bn-in Breast						
regular pack	1,000	1.42	1,260	1.77	390	1.20
value pack	180	1.15	1,310	1.05	600	1.33
Whole Wings						
	210	1.53	650	1.67	80	1.59
Leg Quarters						
	1,020	0.59	1,210	0.77	860	0.65
Legs						
			310	1.12	20	0.99
Thighs						
regular pack	1,440	1.23	1,340	1.08	410	1.20
value pack	820	0.99	2,530	0.94	1,720	0.98
Drumsticks						
regular pack	1,440	1.23	1,150	1.13	410	1.20
value pack	820	0.99	2,580	0.96	1,520	1.05
Bnls/Sknls Thighs						
regular pack	1,390	2.19	1,290	2.24	140	2.29
value pack			280	1.80	180	2.22
9 pc Combos						
drum-thigh-breast	40	1.29	130	1.94		
drum-thigh-wing			20	0.99	20	1.49

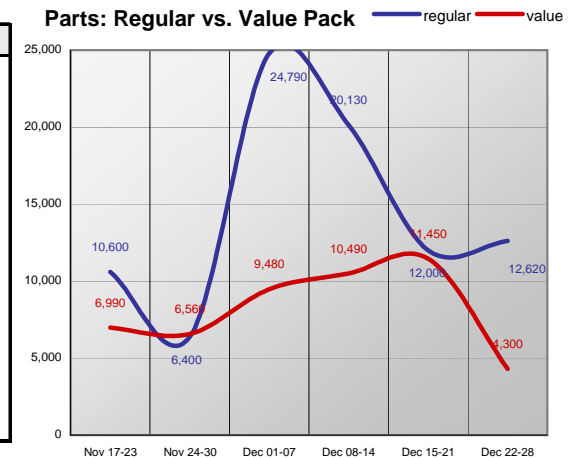
Activity Index: 6 Week Comparison



Chicken Featuring - 12/22 thru 12/28

National Summary figures are lower than the past week, but generally higher than the past years level. Seasonal items are in the forefront in all locations with roasters, cornish, and whole rotisserie showing at higher levels on both price and volume. Boneless breast maintain their position at unchanged levels. Thighs and drums rise slightly in volume and move even higher in price, value packs in this category drop from view. Boneless thighs continue their presence in most areas. Specialty and organic items are mixed in volume and price. Holiday features will come to a end soon, but competition for the consumers' dollar will remain strong as the new year approaches.

Parts: Regular vs. Value Pack



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ FEATURE RATE: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. **2/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **3/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). **4/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/22 thru 12/28.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 22, 2006

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/	88.9% of 3,900 sampled outlets 1.2% of stores w/ no-price promotions Activity Index = 9,800				90.8% of 4,700 sampled outlets 1.0% of stores w/ no-price promotions Activity Index = 4,970				85.3% of 2,800 sampled outlets 13.7% of stores w/ no-price promotions Activity Index = 6,710			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.68 - 1.19		320	0.97	1.19		40	1.19	0.99 - 1.19		100	1.02
cut-up fryer	1.19		10	1.19					0.99		80	0.99
bagged roaster	0.79 - 1.49		1,610	1.03	0.98 - 1.19		1,830	1.01	0.89 - 1.79		1,940	1.08
cornish hen	1.09 - 2.18		540	1.87	1.09 - 1.79		120	1.71	1.09 - 2.22		340	1.61
DELICATESSEN:												
Whole Rotisserie:												
< 2 lbs.	3.99 - 7.88	each	550	6.46	3.99 - 7.88	each	1,820	6.00	4.99 - 6.49	each	610	5.27
2.1-3.0 lbs.	6.99 - 7.99	each	260	7.53					6.99	each	10	6.99
8-pc Chicken	5.99 - 6.99	each	1,230	6.65	4.99 - 6.99	each	300	5.72	4.99 - 6.99	each	290	6.44
PARTS:	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	1.99 - 3.49	1.69 - 3.99	1,240	2.65	2.48 - 2.49	3.99	130	2.57	1.77 - 3.99	1.69 - 2.49	1,450	2.19
value pack	1.99 - 2.99	1.69 - 2.49	680	2.36	2.99	1.69 - 1.89	210	2.79	2.49 - 2.55	1.69 - 2.49	100	2.40
thin sliced	3.79 - 3.99	3.49	530	3.83								
Breast Tenders												
regular pack	3.49 - 4.99	2.39 - 2.99	240	3.82	2.79 - 4.99	2.39 - 2.99	110	3.67		1.79 - 2.99	420	1.86
value pack												
Split, bn-in Breast												
regular pack	1.49	1.49 - 1.99	410	1.68	1.19 - 1.49	1.99	60	1.28	1.19 - 1.49	0.99	450	1.23
value pack		0.99 - 1.38	150	1.09					1.39 - 1.75		30	1.46
Whole Wings		1.49 - 1.59	20	1.52	1.69	1.37 - 1.69	40	1.59				
Leg Quarters	0.47 - 0.69	0.59	700	0.57	0.59	0.29 - 0.59	130	0.35	0.59	0.99	170	0.83
Legs												
Thighs												
regular pack	1.09 - 1.19	1.19	180	1.19	1.09 - 1.19		10	1.14	1.09 - 1.29		120	1.18
value pack	0.99	0.98 - 0.99	290	0.99	0.99		10	0.99	0.81 - 0.99	0.68	110	0.96
Drumsticks												
regular pack	1.09 - 1.19	1.19	180	1.19	1.09 - 1.19		10	1.14	1.09 - 1.29		120	1.18
value pack	0.99	0.98 - 0.99	290	0.99	0.99		10	0.99	0.81 - 0.99	0.68	110	0.96
Bnls/Sknls Thighs												
regular pack		1.69 - 1.99	360	1.79	1.77 - 1.99		130	1.90	1.77 - 2.29	2.69	240	1.82
value pack												
Combo Packs (9 pc)												
drum-thigh-breast	1.29		10	1.29	1.29		10	1.29	1.29		20	1.29
drum-thigh-wing												

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/22 thru 12/28.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 22, 2006

	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/	74.0% of 2,700 sampled outlets 10.0% of stores w/ no-price promotions Activity Index = 6,690				75.3% of 1,900 sampled outlets 27.1% of stores w/ no-price promotions Activity Index = 5,640				92.7% of 1,000 sampled outlets 1.2% of stores w/ no-price promotions Activity Index = 3,130			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.69 - 0.99		620	0.78	0.99		20	0.99	0.99 - 1.69		230	1.02
cut-up fryer	1.99		120	1.99								
bagged roaster	0.89 - 1.49		900	1.14	1.29 - 1.49		580	1.43	0.99 - 1.29		250	1.24
cornish hen	1.45 - 2.59		270	1.83	1.59 - 2.49		830	1.94	1.81 - 2.18		120	2.14
DELICATESSEN: Whole Rotisserie:												
< 2 lbs.	3.99 - 5.99	each	520	5.09	5.99	each	510	5.99	3.99 - 5.99	each	270	5.91
2.1-3.0 lbs.	6.59	each	30	6.59								
8-pc Chicken	1.99 - 5.99	each	270	5.08					5.49	each	240	5.49
PARTS:	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	1.77 - 4.99	1.59 - 2.99	1,540	2.95	4.99 - 5.49	2.69 - 2.99	860	4.45	2.49 - 4.99	2.69 - 3.99	380	4.01
value pack		1.99 - 2.49	430	2.22		2.49 - 2.99	810	2.68		1.99 - 3.49	250	2.51
thin sliced	3.99		120	3.99	4.99		320	4.99				
Breast Tenders												
regular pack	2.79 - 3.99		610	3.17	4.99		320	4.99		3.49 - 3.99	50	3.84
value pack												
Split, bn-in Breast												
regular pack	1.19 - 1.49	0.98	80	1.24								
value pack												
Whole Wings	1.69	1.49	100	1.54		1.49	40	1.49		1.49	10	1.49
Leg Quarters	0.59		20	0.59								
Legs												
Thighs												
regular pack	0.89 - 1.29		210	1.14	0.99 - 1.69	0.99	540	1.32	0.89 - 1.29	1.29	380	1.21
value pack	0.99		190	0.99					0.99		220	0.99
Drumsticks												
regular pack	0.89 - 1.29		210	1.14	0.99 - 1.69	0.99	540	1.32	0.89 - 1.29	1.29	380	1.21
value pack	0.99		190	0.99					0.99		220	0.99
Bnls/Sknls Thighs												
regular pack	2.29	2.49 - 2.69	260	2.57	1.69	2.49	270	2.44		2.69 - 2.99	130	2.96
value pack												
Combo Packs (9 pc)												
drum-thigh-breast												
drum-thigh-wing												

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 website: <http://www.ams.usda.gov/poultry/pymn.htm>



USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/22 thru 12/28.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 22, 2006

	NATIONAL SUMMARY								Percentage of Stores Featuring Specialty/Organic Product versus Regular Product/5													Specialty Organic		
	SPECIALTY				USDA ORGANIC																			
	THIS WEEK		LAST WEEK		THIS WEEK		LAST WEEK																	
Feature Rate 1/	9.2% of 17,400 outlets		9.5% of 17,400 outlets		0.3% of 17,400 outlets		0.5% of 17,400 outlets																	
Activity Index 3/	1,900		2,970		140		80																	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																
Whole Fryer	560	1.39	530	1.46	50	2.71	80	2.89																
Bnls/Sknls Breast	370	3.79	690	3.42																				
Breast Tenders	220	4.78	80	3.87	--	--	--	--																
Split, bn-in Breast	400	2.44	190	1.89																				
Whole Wings					30	2.49																		
Leg Quarters					--	--	--	--																
Legs	10	0.99	140	1.54																				
Thighs	170	1.49	770	1.57	30	2.49																		
Drumsticks	170	1.49	570	1.60	30	2.49																		
	NORTHEAST				SOUTHEAST				MIDWEST				SOUTH CENTRAL				SOUTHWEST				NORTHWEST			
	Specialty				Specialty				Specialty				Specialty				Specialty				Specialty			
Feature Rate 1/	25.0% of 3,900 sampled outlets				1.9% of 4,800 sampled outlets				14.0% of 2,800 sampled outlets				3.5% of 2,800 sampled outlets				0.4% of 2,000 sampled outlets				3.0% of 1,000 sampled outlets			
Activity Index 3/	Activity Index = 1,250				Activity Index = 110				Activity Index = 430				Activity Index = 70				Activity Index = 10				Activity Index = 30			
	price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg	
Whole Fryer	0.99 - 1.99	470	1.14		2.89	10	2.89		1.38 - 2.89	20	2.39		2.89	30	2.89		1.99 - 2.89	10	2.89		1.99 - 2.89	20	2.41	
Bnls/Sknls Breast	2.49 - 3.38	30	2.62		3.49	80	3.49		3.49 - 4.39	210	3.98		3.99	40	3.99						4.99	10	4.99	
Breast Tenders	2.99 - 4.99	220	4.78																					
Split, bn-in Breast	2.79 - 2.99	210	2.90						1.89 - 1.99	190	1.94													
Whole Wings																								
Leg Quarters																								
Legs									0.99	10	0.99													
Thighs	1.49	160	1.49		1.49	10	1.49																	
Drumsticks	1.49	160	1.49		1.49	10	1.49																	
	USDA Organic				USDA Organic				USDA Organic				USDA Organic				USDA Organic				USDA Organic			
Feature Rate 1/	0.0% of 3,900 sampled outlets				0.0% of 4,800 sampled outlets				1.0% of 2,800 sampled outlets				1.1% of 2,800 sampled outlets				0.0% of 2,000 sampled outlets				0.0% of 1,000 sampled outlets			
Activity Index 3/	Activity Index = 50				Activity Index = 0				Activity Index = 0				Activity Index = 90				Activity Index = 0				Activity Index = 0			
	price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg	
Whole Fryer	2.49 - 2.99	50	2.71																					
Bnls/Sknls Breast																								
Split, bn-in Breast																								
Whole Wings													2.49	30	2.49									
Legs																								
Thighs													2.49	30	2.49									
Drumsticks													2.49	30	2.49									

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.